

provided free or at reduced cost to the sender by a card promoter who is a retailer or manufacturer wishing to advertise or market to the recipient. In an exemplary embodiment, the sender and recipient are consumers and the card promoter is a retailer or manufacturer who wishes to advertise its products or services to consumers. In another embodiment, the card promoter may be the same person or entity as the card sender.

[0059] The recipient can detach the reply postcard from the greeting card so that the reply postcard may be returned by the recipient to the card promoter, alternatively the card promoter may wish for the recipient to send the reply postcard and contact information to another person or entity and in this case the reply postcard would be pre-printed with an address other than that of the card promoter, the printing of the said address would take place at the time the card is manufactured, for example, where the card promoter is an advertising firm working on behalf of a retailer or manufacturer and the retailer or manufacturer wishes to receive the reply postcard directly from the recipient. The reply postcard may be detached from the greeting card by manual tearing or by using a cutting tool such as scissors. The first, second and third leaves of the card may be folded so that the card is configured in an overlying folded configuration to permit insertion of the card into an envelope. When folded the card takes on the appearance of a conventional two-page greeting card.

[0060] In one step of the method, the sender delivers the card to the recipient by mail or another delivery means. In addition to the printed indicia and artwork and any personalized message written or printed by the sender in the greeting card, the card may also contain advertising and promotional literature describing the card promoter's products or services. The greeting card can also include advertising and promotional literature created by the card promoter.

#### Other Embodiments

[0061] It is to be understood that while the invention has been described in conjunction with the detailed description thereof, the foregoing description is intended to illustrate and not limit the scope of the invention, which is defined by the scope of the appended claims. Other aspects, advantages, and modifications are within the scope of the following claims.

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### CLAIMS

What is claimed is:

1. A method comprising the steps of:
  - (a) creating a single, unitary card that comprises a greeting card and a detachable reply postcard featuring a form requesting contact information from a recipient;
  - (b) allowing the sender to obtain the card from a promoter or retailer;
  - (c) delivering the card from the sender to a recipient;
  - (d) recipient detaching the reply postcard from the greeting card;
  - (e) recipient entering information onto the form on the reply postcard and
  - (f) mailing the detached reply postcard from the recipient to the card promoter.
2. The method of claim 1, wherein the information comprises personal information provided by the recipient to the card promoter.
3. The method of claim 1, wherein the greeting card comprises a first leaf and a second leaf and the reply postcard comprises a third leaf that is detachably connected to one of the first leaf or the second leaf.
4. The method of claim 1, wherein the card promoter is selected from a group consisting of: the card sender, a retailer, a manufacturer, or any other organization or individual.
5. The method of claim 1, wherein the method further comprises the step of:
  - (g) using the recipient's information by the card promoter to advertise and market the card promoter's products or services to the recipient.
6. The method of claim 1, wherein the information comprises a response by the recipient to the card promoter's invitation to enter a contest or other promotion sponsored by the card promoter.

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7. The method of claim 1, wherein the method further comprises at least one step selected from the group consisting of:

(h) upon receipt of the reply postcard by the card promoter from the recipient, entering the recipient into a promotional contest sponsored by the card promoter;

(i) upon receipt of the reply postcard by the card promoter from the recipient, delivering advertisements from the card promoter to the recipient, which concern the card promoter's product or service; and

(j) inserting the card into an envelope.

8. The method of claim 1, wherein the method further comprises the step of:

(k) upon receipt of the reply postcard by the card promoter from the recipient, selling the recipient's information to a third party.

9. A correspondence system, comprising:

A single unitary card that is delivered by a card sender to a recipient, the card comprising:

a first leaf comprising a front portion of a greeting card;

a second leaf comprising a back portion of the greeting card, wherein the second leaf is connected to the first leaf; and

a third leaf comprising a reply postcard, wherein the third leaf is detachably connected to one of the first leaf or the second leaf and wherein the third leaf comprises on one side a card promoters printed address, and a printed box to place a stamp in or pre-printed postage and on the other side a form with headings requesting contact information to be filled out by the recipient, the form printed with the headings, name, address, postcode and space after these headings for the recipient to enter the recipient's information to be returned to the card promoter.

10. The correspondence system of claim 9, further comprising an envelope into which the card is inserted for mailing by the card sender to the recipient.

11. The correspondence system of claim 9, wherein the first and second leaves together comprise a first card that is the greeting card.

12. The correspondence system of claim 9, wherein the third leaf comprises a second

card that is the reply postcard.

13. The correspondence system of claim 9, wherein the recipient's information comprises information selected from the group consisting of: the recipient's personal information, contact information, order for the card promoter's product or service, or response to the card promoter's invitation on the reply postcard to enter into a promotional contest sponsored by the card promoter.

14. The correspondence system of claim 13, wherein the third leaf is detachable from the first or second leaves at a separation line.

15. The correspondence system of claim 14, wherein the separation line is selected from one or more of a group consisting of: a line of weakness, a line of perforations, and a printed dotted line, and wherein the reply postcard is separable from the greeting card at the separation line by manual tearing or by cutting with a cutting tool.

16. The correspondence system of claim 9, wherein, once detached, the reply postcard and the greeting card comprise two separate and complete units.

17. The correspondence system of claim 9, wherein, once detached from the reply postcard, the greeting card is a single unitary piece comprising a front cover and a back cover.

18. The correspondence system of claim 9, wherein after separation, the card comprises the greeting card and the reply postcard but no additional excess parts, panels or waste material.

19. The correspondence system of claim 9, wherein the first, second, and third leaves are connected to one another in a horizontal configuration.

20. The correspondence system of claim 9, wherein the first and second leaves are connected to one another in a horizontal configuration and wherein the third leaf is connected to

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one of the first leaf or the second leaf in a position that is perpendicular to the horizontal configuration of the first and second leaves.

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